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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Previously Presented) A computer-implemented method for encouraging users of a computer network to access dynamic pricing information on the computer network, the method comprising:

distributing over the computer network to a first user of the computer network a modular computer program that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network;

presenting to the first user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the modular computer program;

receiving from the first user input identifying selected dynamic pricing information; and

communicating the dynamic pricing information selected by the first user to a second user for display at a modular computer program, executing on a computer system associated with the second user, that displays to the second user a stream of dynamic pricing information.

2. (Original) The method of claim 1 wherein the modular computer program comprises a Java-based applet.

3. (Original) The method of claim 1 further comprising collecting dynamic pricing information from the computer network.